



RJREYNOLDS		8 of page 2
RICK WESTENBERGER	From	LEN WEBER
DAW	Phone #	
FAX #	Fax #	

February 18, 1991

J.H. CASEY
Division Sales Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
201-225-3050
Fax 201-417-9076

TO: RICK WESTENBERGER
RE: RONETCO SHOP-RITE, NEWTON

D.M. Q 2/18/91
T&D 1/1
S.R.M. 1/1
S.A.M. 12/20/91

Dear Rick:

As per our conversation on 2/14/91, I have ordered fixtures and electronic security to be installed at the Ronetco Shop-Rite in Newton, NJ. A 17' in-line flex with an enhanced canopy should be placed behind the checkout (similar to the Foodarama Shop-Rite set-up). The canopy was ordered.

When the fixtures were ordered, several items were back-ordered. I have these pieces from our warehouse and will bring them with me. I will also bring a part-timer to assist you with the installation.

Since these fixtures ordered were not a standard diagram, but two smaller ones, please bring additional connectors and grommets. Attached, is a plan-o-gram for this store.

As a reminder, the installation of this fixture needs to be done as soon as possible.

Rick, thanks again for your assistance in this matter.

Sincerely,

Len Weber
R.L. Weber

RLW/lt

Attachment

M-2

51847 6393

"We work for smokers."

025025

6/11

1
week

Savings Plan 113.00
551 181.60
529 501.00
662

705 Newton
529 Mansfield
662 Suzanne

CARTON MERCHANDISER PLAN-O-GRAM

51847 6394

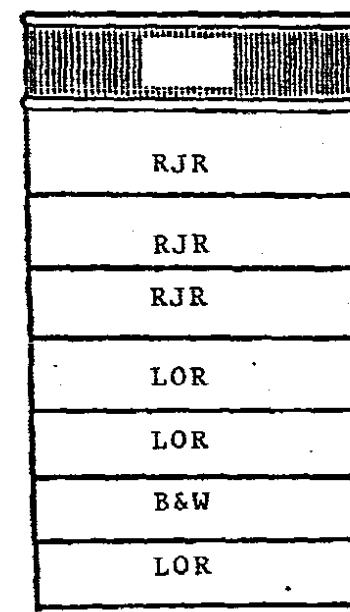
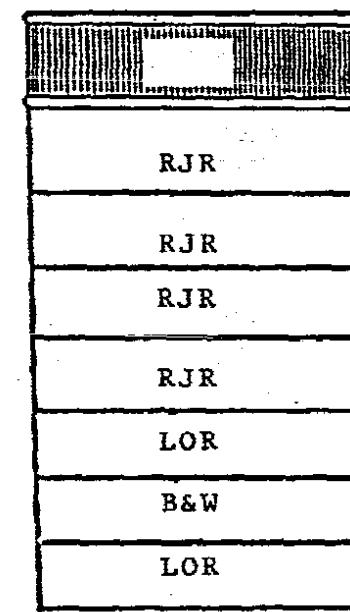
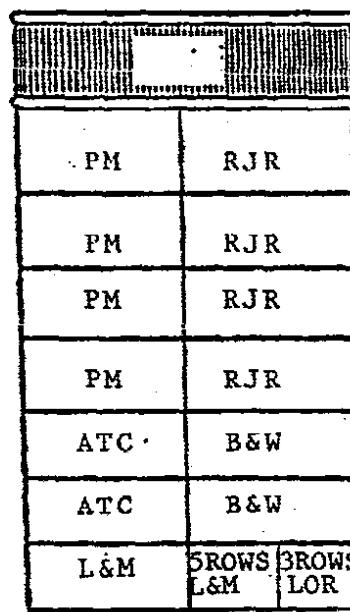
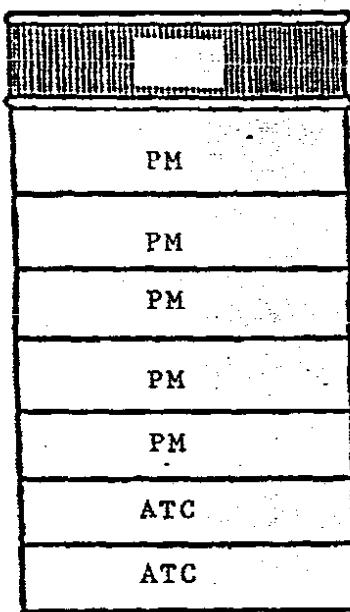
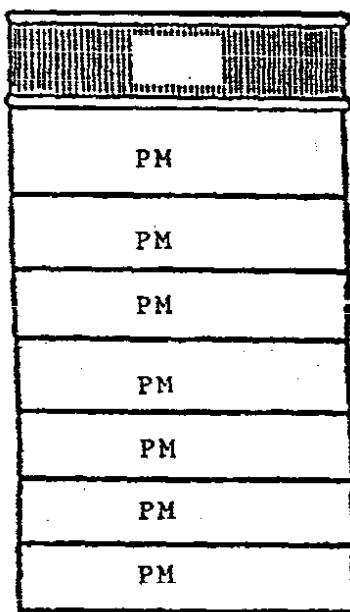
RONETCO SHOP-RITE

17' IN LINE

1,854 CARTONS

AUTHORIZED BY: _____

DATE: _____



3'

3'

5'

3'

3'

COMPANY	ROWS	%		MONTHLY PAYMENTS	ANNUAL PAYMENTS
		ROWS	SOM		
R. J. Reynolds	95	26.1	25.9	\$ 301.00	
American	34	9.3	9.6	\$ 102.00	
Brown & Williamson	34	9.3	8.0	\$ 110.50	
Philip Morris	140(150)	38.5	39.8	\$ 402.00	
Lorillard	48	13.2	13.3	\$ 138.00	
Liggett & Myers	13	3.6	3.4	\$ 44.00	
				\$	
TOTALS	364	100%	100%	\$ 1,097.50	\$ 13,170.00

MESSAGE CONFIRMATION

DATE: 02/18/91 TIME: 11:03

ID: R. J. REYNOLDS E

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
02/16	11:02	00'49"	301 575 5074	G3-S	002	OK

51847 6395